

TIME: 7:59  
DATE: Oct. 20, 1953 Tuesday  
SPONSOR: PIERCE'S PAINT & ART STORE  
SOLICITOR: DMC

HAVING ~~are~~ HOUSE PARTY this HALLOWEEN? Are YOU a harassed SOCIAL CHAIRMAN? PIERCE'S PAINT & ART STORE, 196 MAIN STREET, promises to help you.

This week, PIERCE'S is offering a WIDE selection of construction papers which ~~can~~ be used for making all those gay decorations of WITCHES, black cats, PUMPKINS, and ghosts. Pierce's has enough HALLOWEENISH ~~ORANGE and BLACK~~ ~~and~~ paper to satisfy ANY Princeton man.

And, for that extra razzle-dazzle, stop in at PIERCE'S for glitter, gold, and silver paints.

THEY'RE EASY to work with, effective on application.

Don't wait until the last minute, BUY your materials NOW,, before the other houses jump the gun.

Pierce's is within EASY walking or ~~HIKING~~<sup>DISTANCE</sup>, just across the from City Hall , on Main Street.

Remember, for that HALLOWEEN Hullabaloo,

for other art supplies, too

YOU CAN't go wrong, if you GO to PIERCE'S.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON

THE CORRECT TIME IS NOW.....<sup>8:00</sup>

Al Thompson  
ANNOUNCER'S SIGNATURE

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\*\*\*\*\* THE GOLDFINE TIME IS NOW